

BRIGHT AS A JEWEL

White and White's Peerless City Pharmacy.

UNSURPASSABLY HANDSOME

Young Men Who Have Risen in Their Chosen Business to Command the Trade of the Town.

THE GRAND RAPIDS HERALD takes pleasure in laying before its readers views of the interior of the most costly and artistic drug store in the entire state—that of White & White, in the Morton house block. The furniture and finishing of the store is in hand-carved mahogany of the very finest description. The prescription case shows in the illustration—a literally a work of art in which the carver has excelled himself. The lighter variety of goods are kept in six twelve-foot show cases. The ceiling is of beautifully pressed steel, painted in

thousands of the most critical people in the city of Grand Rapids and over the country generally, and the verdict which they bring is that each of the articles is the best on the market for its particular purpose. People who read this paper should not fail to give these goods a trial for White & White stake their reputation as successful chemists on their being as represented in every case. Outside dealers, too, should not fail to carry a line of White & White's preparations, as they will be found to give satisfaction and draw trade. It is no effort to sell these goods after their first introduction, as their merits make them warm favorites. A trial order will certainly result in opening up a profitable new line of trade. White & White's is admittedly the leading drug store of the city. It is open all night, and its trade is of the highest class. The goods cannot be surpassed anywhere, and the prices are always right. Drop in and try some of their delicious natural fruit ice cream soda the next time you come down town.

IT IS A PICTURE

Home of the Rev. M. L. Bocher on East Fulton Street.

A southerner by birth, a gentleman of broad culture, and a wide traveler, the



THOMAS F. CARROLL

oil, while the floor is of oil. A very handsome cashier's desk stands in the middle of the floor. The beautiful Tuff's soda fountain, at the left of the main entrance, is the finest in the city, and the fine quality of the cooling beverages served makes it a popular place with our most prominent ladies and gentlemen. White & White carry a very large

Rev. M. L. Bocher has brought into play the taste engendered by southern home life, culture and travel in the selection of plans for his delightful residence at No. 109 East Fulton street. The southern tastes are shown by broad and roomy verandas and wide lawns shaded by the monarchs of the forest. As will be noticed by the illustration on this page the house is entirely out-



RESIDENCE OF M. L. BOCHER—FULTON STREET.

stock of everything in the drug line. They keep the best goods and cater to the finest trade. They make a specialty of physician's supplies, and physicians living outside of Grand Rapids will find it particularly to their interest to write or call on them in need of the essentials of their profession. The feature of White & White's build-

side of the hucknery in style, and presents a unique and original beauty that is refreshing. The lawn covers more than an acre of ground on the oldest and most fashionable residence street in the city, and represents of itself a very pretty investment for a home. The idea of the interior arrangement of the house has been comfort, and while



COUNTY CLERK F. W. KODY

medicated particularly effective notice in the full line of specialties suggested and manufactured by White & White. These include White's, Cherry, Cream, for sunburn, tan, freckles and rough skin. White & White's Hushache Powder, guaranteed to cure any headache. Floral Denture, an elegant preparation for the gums. Oshild's cream soap and Little Perfume. All these articles have and will be thoroughly tested by

house, has never been out of sight of the sun, is a beautiful home like and one fortunate.

OUR BEST ARCHITECT

The Man Who Has Planned Many Fine Buildings.

W. G. Robinson, who is conceded by all to be the most capable architect in

the city, came to Grand Rapids in August, 1885, and impressed with the bright prospects of the city, chose it as a location for business over the many other cities throughout the west that he had visited. For some time Mr. Robinson was engaged in the building business with the late Reuben Wheeler, formerly one of our most prominent contractors, but in 1871 opened an architect's office. One of the first large buildings which he designed was the Ledyard block and office that, after twenty years, is still looked upon as one of the handsomest buildings in the city. Besides, Mr. Robinson planned the Foster, Spring and Blodgett buildings; The Morton, Livingston and Warwick hotels; the residences of Mrs. A. H. Watson, D. A. Blodgett and W. H. Remington; St. John's orphan asylum, the Little Sisters of the Poor asylum, St. James' church, the Grand Rapids high school and a large number of ward school buildings besides. Several of our finest manufacturing buildings, wholesale and retail stores and many other public and private buildings, the Cutler house at Grand Haven, and numerous other buildings throughout northwestern Michigan. All Souls church, the central school building and a number of other buildings planned by this capable architect are illustrated in this edition. It is needless to say they are unsurpassed by anything.

Mr. Robinson employs a competent corps of assistants and hopes by strict attention to business and integrity to retain the liberal patronage conferred upon him during his business career of twenty-two years. He has never regretted coming to this city, but on the contrary takes a lively interest in all that pertains to the success and material prosperity of the city by his choice. The Herald has full knowledge of Mr. Robinson's standing as a capable architect, a gentleman and an honest man, and has no hesitation in recommending him to the kindly offices of the thou-



RESIDENCE OF D. M. AMBERG—CHERRY STREET.

PHOTO BY KRAMER.

sands of outside readers who will see this beautiful edition.

But You Needn't Worry About It.

Our world is spinning through space at a speed of over 1,000 miles per minute. Should it come in collision with a globe of equal size, going at the same rate of speed, what would be the result? The very best thinkers of the age tell us that heat enough would be generated by the shock to transform both of the colliding bodies into gigantic balls of vapor many times their present circumference. Some have thought that in case the center of the earth is composed of solid and colder matter than is the generally accepted belief this might not be the case, but an eminent scientist says: "Should such an unheard-of event occur the heat generated would be sufficient to melt, boil and completely vaporize a mass of ice fully 700 times the bulk of both the colliding worlds—in other words, an ice planet 150,000 miles in diameter.

Cobras and Superstition. It is a common belief in India that if

particularly on the east side. Many of these, however, are beyond the reach of people of small or moderate means. To the seekers of a home site at a price below its intrinsic value, or of an investment sure to bring large returns, The Herald would recommend that part of the city between Fifth avenue and the D. L. & N. Reef's lake track, and east of East street. The land is all high, dry, eighty, much of it well shaded naturally, and all underlaid by the best of water at about the proper depth. It is well lighted by electricity, both tower and the low lights, and the other improvements now being made are sure to cause a boom in the realty as soon as the present monetary stringency subsides.

Within a few months Fifth avenue has been improved as far east as Kalmaroo avenue, and water and gas mains laid. East street has been improved through to the south city limits, sewer in part, and water mains now being laid. Peterson & Skeels have taken the contract for the improvement of Hall street for \$27,423, and are pushing the



MAIN FLOOR.

a cobra is killed and the remains are left in a long line, others of the species will be attracted to the spot. About nine months ago Colonel Hinton killed a very large cobra in the compound of his bungalow at Harepore, and had its skin stuffed and set up by a native mechanic. Since then the compound has been infested with these snakes, and no less than eight full grown cobras, measuring from 4 feet 6 inches to 5 feet 4 inches, have been killed there, one of which was sitting up, with its hood extended, contemplating the house where the remains of its persecuted friend were. It is curious fact that every snake, when found was making in the direction of the bungalow, and most of them showed fight when tackled. No cobra has been seen in other parts of the sta-

work rapidly. The water mains are also being laid ahead of the gravel. The petition for the improvement of Oakdale avenue has been acted upon favorably by the common council, and that street is included in the new street railway for its entire length. The line will certainly be built soon, thus giving two electric lines into this territory.

There are many other street improvements projected, but space forbids referring to more than one at this time. Via the grading of Kalmaroo avenue for its entire length from Fifth avenue, near East street, to Duran avenue, near the southern limit of the city. This improvement is certain to be made early next season, and the result will be to make it that street a main thoroughfare to the center of the city. And so it shortens the distance it will catch such

of the travel that now comes to the city by Madison avenue and Division street.

MOVING TO THE CENTER

Outside Furniture Concerns All Finally Settle Here.

A few days ago The Herald, in common with the other Grand Rapids papers, announced the fact that the Fremont furniture factory was seeking a location in this city. Their reasons for doing so were varied and substantial. To wit: The railroad companies gave Grand Rapids better rates than outside places could obtain; the name of Grand Rapids adds 10 per cent to the value of a piece of furniture in the eyes of the public; banking facilities are insufficient in small places, and sometimes the manufacturers found themselves unable to obtain money to carry on business; and, lastly, skilled furniture workers could not be so readily obtained elsewhere as here. All these reasons will suggest themselves to the average manufacturer as being cogent, and no further reason need be given why dozens of furniture factories, originally started in outside towns, finally reached a stage of development that absolutely compelled them to abandon their plant and seek a new home in the center of the industry. The Goshen (Ind.) Carpet Sweeper company, the Grand Ledge (Mich.) Chair company and many others now carrying on large shops here, that might be referred to, illustrate this tendency in the direction of concentration at the fountain head.

How to Seal a Letter.

The ability to "seal" a letter correctly is said to be one of the lost arts. In the good old days of goose quills, loose sand for blotting and fine sealing wax for adhesive purposes, delicacy and dexterity in putting the wax in the right place without burning one's fingers was a necessary part of a liberal education. Nowadays the art has almost passed out of remembrance. Here is the correct method of sealing a letter: When the

has done the most evil, but the one who has resisted the most truth.

The kind of righteousness that takes people to heaven is not the kind that goes around bragging on itself.

With every increasing probability of a cholera visitation there will be an increase in the attendance at church. You can't tell by the length of a man's life how much his soul will weigh in heaven. Methuselah lived 950 years, and yet nothing good is said of him.

Many persons will applaud the preacher who proves that there is a devil in the slums, who are ready to crucify him the moment he successfully shows that the same devil often covers his cloven hoof with patent leather. Ram's Horn.

HERMAN P. HUGENHOLTZ

An Enterprising and Successful Young Real Estate Dealer.

Of the population of Grand Rapids 20,000 souls are members or descendants of the sturdy Holland immigrants who, for conscience sake—or in the hope of finding more elbow room in the western world—left the shores of their native land to seek out new homes for their children. These Hollanders are among the very best of our foreign population—are honest, moral, thrifty—and many of our largest business enterprises are



HERMAN P. HUGENHOLTZ

in their hands. They have built a church for every thousand of their brethren, and our public schools are filled with their offspring.

Herman P. Hugenholz, whose portrait adorns this article, left Holland in 1885, and a year later, having thoroughly mastered the intricacies of the English tongue—engaged in the insurance

THEY CURE OUR ILLS

Dr. W. H. Ross is Proprietor of the

FINE SYSTEMATIC REMEDIES

Years of Successful Use Have Proven That These Wonderful Medicines Stand at the Head.

Without doubt the cut printed herewith portrays the features of the most successful systematic specialist in the world. Nearly twenty years ago he discovered a treatment for the cure of all inflammatory diseases which has stood the test of time, and excels anything hitherto known. But of mineral springs are surpassed by the use of his systematic treatment, and cures are made at the patients' houses for one-half the cost of board at such places. The doctor's next to the healing of disease, his greatest enjoyment is music, which he loves

press receipts show that he sends his remedies to all parts of the United States and Canada, and in the city of Grand Rapids no physician is mentioned oftener for the cures he is making at his home. And as for his honorable dealings with his patients and in his business life no man stands higher. In a social way he is extremely modest, and



ALL SOULS CHURCH—SHELDON STREET.

PHOTO BY KRAMER.

ROBINSON, ARCHITECT.

and real estate business with H. M. Bohrmann. The original office of the firm was in the Porter block. In 1889 Mr. Hugenholz bought his partner out,

as do all noble-hearted men. Such a man is Dr. W. H. Ross.

Courage of an Elephant.

An elephant gives perhaps the best instance of disciplined courage to be seen in the animal world. They will subdue day after day to have painful wounds dressed, in obedience to their keeper and meet danger in obedience to orders, though their intelligence is sufficient to understand the peril and far too great for a man to trick them into a belief that it is non-existent. No animal



DR. W. H. ROSS.

will face danger more readily at one's bidding.

Steps in Making a Shoe.

In the making of a shoe 100 steps are made, and only experts at such, even are employed at it. In this day of rapid competition, manufacturers have to use for a diletary workman, neither too slow nor too fast, but a man who will afford to bother with a service. Hence all workers on a shoe are experts after a few days' experience, and the reason they are trained so quickly is so quickly as that they do, but a very small part of a shoe.

Ram's Horn Philosophy.

A great deal of nonsense masquerades in all parts of the land under the name of philosophy.

The wickedest man is not the one who